

Serial No. 09/769,887  
Docket No. 40655.0400**REMARKS**

Applicants reply to the Final Office Action dated November 1, 2005 within two months. Thus, Applicants request an Advisory Action, if necessary. Claims 1-6 and 14 were pending in the application and the Examiner rejects claims 1-6 and 14. Support for the amendments may be found in the originally-filed specification, claims, and figures. No new matter has been introduced by these amendments. Reconsideration of this application is respectfully requested.

The Examiner rejects claims 1 and 14 under 35 U.S.C. § 103(a) as being anticipated by Bernardo et al., U.S. Patent No. 6,684,369 B1 ("Bernardo") in view of Dabney et al., U.S. Patent No. 6,643,663 B1 ("Dabney") in further view of Gill et al. U.S. Patent No. 6,052,514 ("Gill"). Applicants respectfully traverse this rejection.

In general, Bernardo discloses a system for managing web page/site production within a distributed environment where various members of an enterprise may view, edit and authorize content. Bernardo is limited to a system wherein a number of users may interact to create web pages and/or web sites in a manner that does not require editors to have extensive HTML knowledge. The new or updated web pages may then be electronically routed to one or more authorizers before being published.

The Examiner correctly notes that "Bernardo does not explicitly disclose storing said updated content in a database globally accessible by a reviewer" (page 4, paragraph 2). However, the Examiner asserts that this step is disclosed by Dabney.

Dabney discloses a content management system for receiving, editing, and distributing data across a network. Specifically, Dabney is limited to a workflow within an online publishing environment which enables operators to efficiently perform routing and publishing tasks. The Dabney system promotes collaboration among the various disciplines of a news organization including any number of journalists, photographers, reporters, editors, layout artists, and web site administrators. Through a user interface, users of the Dabney system can edit news stories, audio and video to conform to the particular type of media that will present the news to the public. The various data elements that comprise the news story are stored in a database until the news story as a whole receives approval. Dabney discloses that approval of "news story data" occurs after the editors have assembled the story including any text, photographs, video, and audio (see column 5, line 63 to column 6, line 19 and Figure 2). Finally, when the news story comprising any number of data elements is approved, the news story may be posted on a web site, printed, or broadcast.

Serial No. 09/769,887  
Docket No. 40655.0400

The Examiner has relied on Gill as teaching the step of "routing each updated portion of a document to a reviewer and creating an updated content page when each of updated portion has been authorized by the reviewer" (page 5, paragraph 2).

Gill discloses a distributed publication system that coordinates access to publication information. Specifically, the Gill system provides a computer interface which enables users to check out and modify articles in both form and content. The system then enables the user to check the article in and automatically generates a notification that indicates that the content has changed. The notification is sent to a layout designer. Upon receiving such notification, the layout designer may submit an update request for the layout of the publication.

Gill further discloses that a writer/editor can check-out an article, make changes to the article, and check the article in with an indication that the article should be routed to a second writer/editor for review. When the second writer/editor logs into the publishing system, he is alerted that the article is pending his review and may check the article out, make further edits, and check the article back in. When the article is ready for layout, notification is sent to a layout designer indicating that there have been one or more changes to the article file. In response, the layout designer may request that the updated article file be incorporated into the layout file. When the layout file has been modified to incorporate the changes to the article file, notice is given to the publication coordinator of the layout file changes. The new geometry of the article area is then automatically written to the article file. The writer/editor may again be notified of the changes to the article file, and in response, check the article file out and make any necessary formatting changes to ensure that the article will fit within the layout geometry.

While Bernardo discloses content which is tightly coupled to a web page, Dabney discloses content which is initially decoupled from the media to which it will later be assigned. However, according to Dabney, prior to the approval stage of the workflow, the various content elements (e.g. text, graphics, and photos) are coupled within a completed news story. Similarly, Gill discloses content that is initially decoupled; however, the content is coupled after the approval stage when the layout is assembled.

Keeping content elements decoupled from the web page presentation offers several advantages over the cited references. By keeping content decoupled from the web page until the web page is actually requested, there is greater assurance that content remains as current as possible. It also provides greater flexibility and efficiency in content management for content elements which are used in multiple web pages/sites. Moreover, keeping content decoupled from

Serial No. 09/769,887  
Docket No. 40655.0400

the web page until a request is received enables a single web page to be used to support multiple languages or to present custom content. For example, in order to provide a news story in multiple languages, the cited references would require a separate web page for each language. In contrast, keeping the news story decoupled from the web page (e.g., the text of the story is not integrated within the HTML file), a single web page can host any number of different versions of the same news story. As such, neither Bernardo, Dabney, Gill, nor any combination thereof, disclose or suggest at least "retrieving said data elements according to said content mapping data of said updated content page, wherein said data elements are positioned on said updated content page according to said content mapping data," as similarly recited by independent claims 1 and 14.

The Examiner next rejects claims 2-3, and 5 under 35 U.S.C. § 103(a) as being anticipated by Bernardo in view of Dabney and Gill and further in view of Livingston, U.S. Patent No. 6,424,979 ("Livingston"). Applicants respectfully traverse this rejection.

Livingston does not disclose or suggest at least "retrieving said data elements according to said content mapping data of said updated content page, wherein said data elements are positioned on said updated content page according to said content mapping data," as similarly recited by independent claim 1 from which claims 2-3, and 5 depend. Moreover, 2-3, and 5 are differentiated from all of the cited references for at least the reasons as set forth above, in addition to their own respective features.

The Examiner rejects claims 4 and 6 under 35 U.S.C. § 103(a) as being unpatentable over by Bernardo in view of Dabney and Gill as applied to claim 1, and further in view of Bi et al., U.S. Patent No. 6,311,178 ("Bi") and Branson, U.S. Patent No. 5,877,819 ("Branson"). Applicants respectfully traverse this rejection.

Applicants assert that neither Bi, Branson, nor any combination thereof, disclose or suggest at least "retrieving said data elements according to said content mapping data of said updated content page, wherein said data elements are positioned on said updated content page according to said content mapping data" as similarly recited by independent claim 1 from which dependent claims 2-4 and 6 depend. Moreover, dependent claims 2-4 and 6 are differentiated from the cited references for at least the reasons described above, as well as in view of their own respective features.

In view of the above remarks and amendments, Applicants respectfully submit that all pending claims properly set forth that which Applicants regard as their invention and are AXP Matter No. IP200001304

Serial No. 09/769,887  
Docket No. 40655.0400

allowable over the cited references. Accordingly, Applicants respectfully request allowance of the pending claims. The Examiner is invited to telephone the undersigned at the Examiner's convenience, if that would help further prosecution of the subject application. Applicants authorize and respectfully request that any fees due be charged to Deposit Account No. 19-2814.

Respectfully submitted,

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